

# FILLMORE CITY/MILLARD COUNTY ELECTRONIC MARQUEE POLICY

The electronic marquee located on the northwest corner at 100 South Main Street in Fillmore is jointly owned by Millard County and Fillmore City.

## Purpose

The intent of the sign is to communicate important public announcements and inform the public of upcoming community events, programs and activities.

## Hours of Operation

The sign will run twenty-four hours a day, seven days a week.

## Use of the Marquee

Fillmore City and Millard County messages have priority and all other requests will be on a first-come basis as approved by the sign administration.

- A. Fillmore City and Millard County have unlimited use of the sign.
- B. The following types of organizations may place messages on the marquee without charge:
  - 1. Local non-profit civic and community organizations.
  - 2. Local non-profit organizations concerned with public health and safety.
  - 3. Schools may post activities which are free to the public.
  - 4. Other government entities may post public messages or advertise free programs and activities.
  - 5. Subject to approval by the sign administration, religious institutions may place non-secular messages announcing charity events, fund raising events, community service events and similar activities providing that the events are of a non-religious nature and are open to all members of the general public.
- C. Businesses and other community organizations
  - 1. Businesses may advertise at the standard rate.
  - 2. Schools will pay the standard rate to advertise activities for which there is an admission fee.

## Limitations

The Marquee may not be used for:

- A. Individual and private messages.
- B. Campaign messages or political announcements other than date, time or location for elections.
- C. Religious proselyting.

## Guidelines

- A. Applications may be obtained from the Fillmore City Office or online at [www.fillmorecity.org](http://www.fillmorecity.org).
- B. Completed applications may be submitted to the Fillmore City Office at 75 West Center Street, or emailed to: [recorder@fillmorecity.org](mailto:recorder@fillmorecity.org) at least two weeks before the scheduled run date.
- C. Due to limited space, messages should contain only essential information.
- D. Messages can include up to three lines of text; the more lines the smaller the text. Each line of text should contain 1 to 4 words.

Example:	First Line:	Title of Event:	ATV Jamboree
	Second Line:	Date, Time:	June 29 - 30
	Third Line:	Location:	Statehouse Park

- E. The sign administration reserves the right to refuse any message and reject requests that do not conform to posting guidelines, and to edit messages for content, style, readability and fit.
- F. Messages will not run more than seven consecutive days, Monday through Sunday. The number of times a message is displayed per hour will depend on the total number of messages scheduled for that day. During busy times, the sign administration may limit or not program submitted events.
- G. No personal phone numbers or email addresses will be posted.
- H. Fillmore City and Millard County do not guarantee quality of appearance or effectiveness of the message.

## Denied Applications

As determined by the sign administration, the following messages will not be displayed:

- A. Messages that contain words too long or too technical for passing motorists to comprehend.
- B. Messages that may cause substantial distraction for passing motorists.
- C. Messages that support political candidates or platforms.
- D. Messages that are of limited public interest as determine by the sign administration.

## Rates

\$25/week	\$5/day
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